

October 2023

Market View

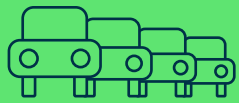
For the latest insights from eBay Motors Group.

Welcome to our monthly Market View. We've analysed activity across the eBay Motors Group to provide insights into stock, price, days to sell and demand by consumers based on what they are viewing, including: manufacturers, models and the increasing interest in electric and hybrid vehicles. We look at comparison time periods so that you can spot emerging trends on a month-by-month basis.



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Stock

October 2023 at a glance

- Average dealer stock levels were up by +2.9% MoM as increased volume entered the market after the September plate change.
- Supermarkets saw a small drop in volumes MoM but franchised and independents increased by +5.6% and +2.2% respectively. Volumes were up YoY across all dealer types.
- Petrol stock saw their % share of the market further increase over diesel in October, with electric and hybrid stock increasing by around +10% MoM.

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Stock volume by dealership

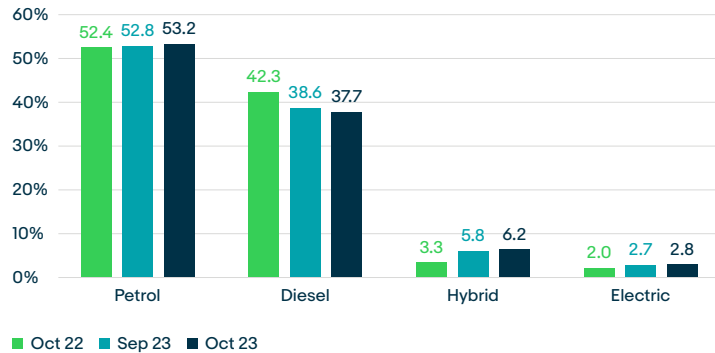
Average dealer stock levels were up by +2.9% MoM as increased volume entered the market after the September plate change.

48.2

Sep 23: **46.8** MoM: **+2.9%**
 Oct 22: **46.2** YoY: **+4.2%**

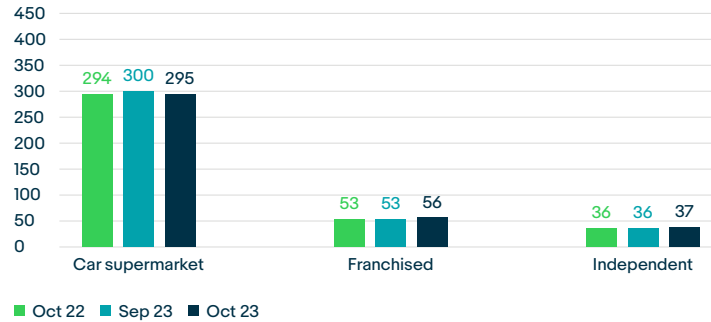
Stock volume by fuel type

Petrol stock saw their % share of the market further increase over diesel in October, with electric and hybrid stock increasing by around +10% MoM.



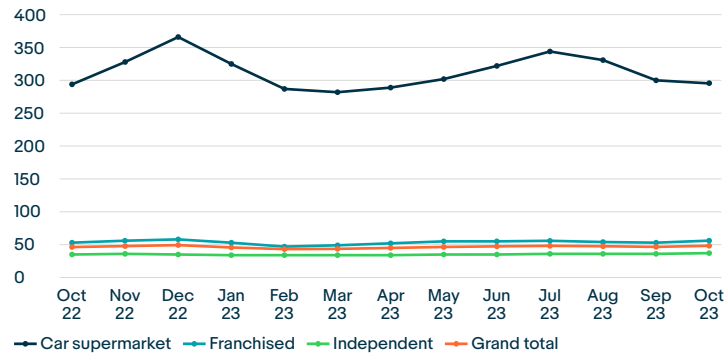
Stock volume by dealer type

Supermarkets saw a small drop in volumes MoM but franchised and independents increased by +5.6% and +2.2% respectively. Volumes were up YoY across all dealer types.



Stock volume trend per dealership

Supermarket volumes continue to fall slightly from the summer peak but franchised and independents grow MoM.



“Franchised dealers’ used car stock levels received a welcome boost in October from an influx of part-exchanges following September’s plate-change, while prices and demand remained stable.”

Lucy Tugby,
Marketing Director, Motors.co.uk



Price

October 2023 at a glance

- Overall, average used car prices were stable MoM and up +3.2% YoY. 5 - 10 yr old vehicles have continued to hold their price, with younger and older vehicles both seeing a fall MoM.
- Average prices for selected make/models (less than 30k miles and < 3 years old) saw strong MoM price growth for Vauxhall Corsa, Honda Civic and BMW 3 Series.
- Average stock price by fuel type was fairly stable MoM. The YoY average prices for electric and hybrid models were down -14.0% and -5.4% respectively.

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Average vehicle price

Overall, average used car prices were stable MoM and up +3.2% YoY.

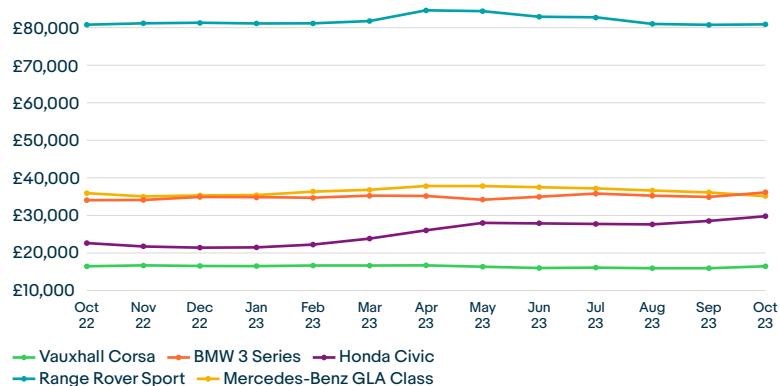
£17,524

Sep 23: **£17,515** MoM: **+0.1%**

Oct 22: **£16,986** YoY: **+3.2%**

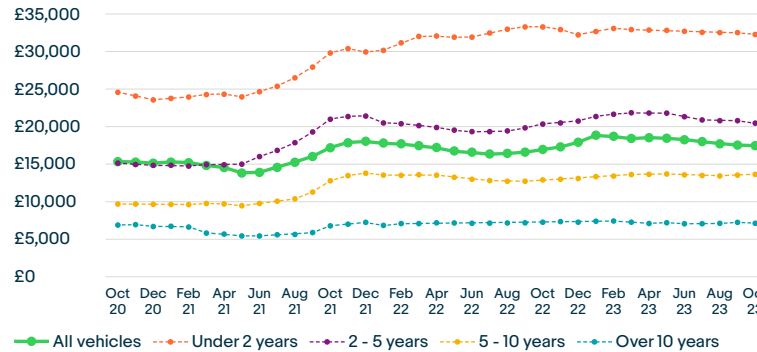
Average price by month – selected makes/models

Average prices for selected make/models (less than 30k miles and < 3 years old) saw strong MoM price growth for Vauxhall Corsa, Honda Civic and BMW 3 Series.



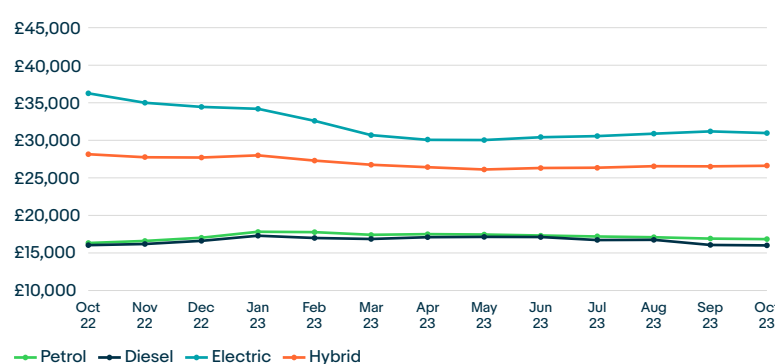
Average price by age and month

5 - 10 yr old vehicles have continued to hold their price, with younger and older vehicles both seeing a fall MoM.



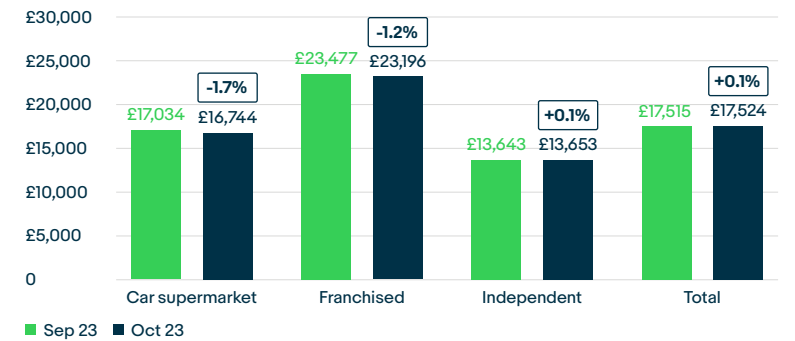
Average price by fuel type

Average stock price by fuel type was fairly stable MoM. The YoY average prices for electric and hybrid models were down -14.0% and -5.4% respectively.



Average price by dealer type

Franchised and supermarket's saw the average price of their stock fall by -1.2% and -1.7% respectively MoM with little change for independent dealers.

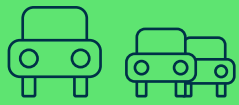


Top 5 price movers

Top 5 make/models by MoM increase and decrease in price.

Increase						
Make	Model	Age band	Fuel type	Oct 23 stock	Oct 23 avg price	% change
Ford	Focus	14 - 16 yrs	Petrol	190	£4,491	+13.6%
Toyota	AYGO	1 - 2 yrs	Petrol	182	£14,462	+10.1%
Vauxhall	Crossland-X	Under 6 mths	Petrol	160	£21,789	+4.8%
Peugeot	208	6 - 8 yrs	Petrol	257	£7,934	+4.3%
Land Rover	Discovery Sport	4 - 5 yrs	Diesel	164	£25,799	+4.2%

Decrease						
Make	Model	Age band	Fuel type	Oct 23 stock	Oct 23 avg price	% change
Audi	A3	5 - 6 yrs	Petrol	222	£18,079	-3.7%
Skoda	Karoq	2 - 3 yrs	Petrol	178	£21,183	-3.7%
Volkswagen	Polo	1 - 14 yrs	Petrol	175	£5,294	-4.4%
Vauxhall	Astra	6 - 8 yrs	Diesel	232	£7,516	-4.4%
MINI	Hatch	10 - 12 yrs	Petrol	152	£6,606	-4.8%



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October 2023 at a glance

- Average days to sell increased by just +1.0% MoM to 35.9 days, but was slightly quicker YoY at -2.7%.
- Supermarkets and franchised dealers both saw slight decreases in days to sell MoM, but independent dealers saw an increase of +1.5%. Days to sell is down YoY for all dealer types.
- Days to sell increased MoM for stock under £10k and over £40k. Core Motors.co.uk stock between £10k-£20k however saw a decrease MoM of around -3% to -4%.

Average days to sell

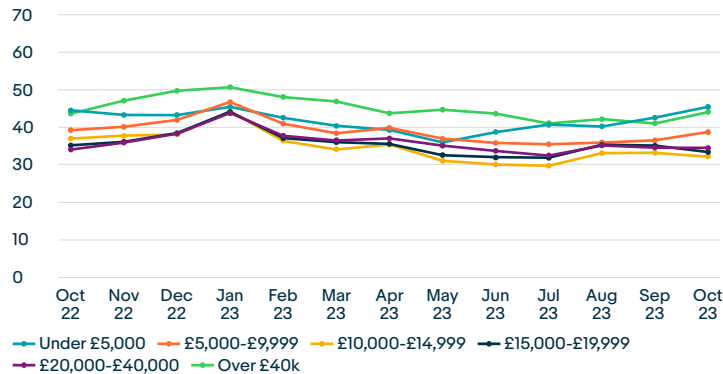
Average days to sell increased by just +1.0% MoM to 35.9 days, but was slightly quicker YoY at -2.7%.

35.9

Sep 23: **35.6** MoM: **+1.0%**
Oct 22: **36.9** YoY: **-2.7%**

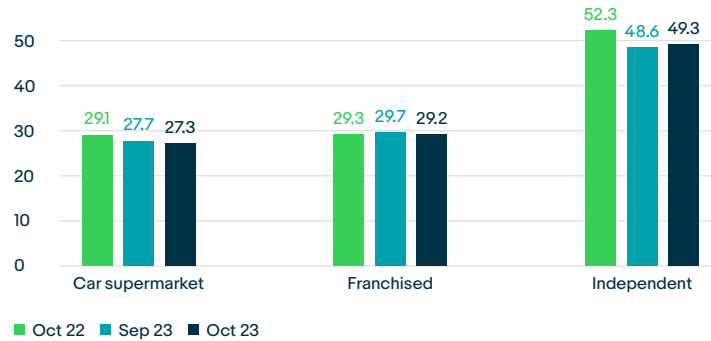
Average days to sell by price

Days to sell increased MoM for stock under £10k and over £40k. Core Motors.co.uk stock between £10k-£20k however saw a decrease MoM of around -3% to -4%.



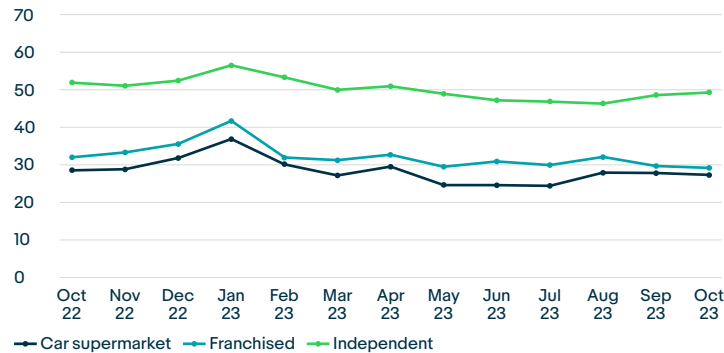
Average days to sell by dealer type

Supermarkets and franchised dealers both saw slight decreases in days to sell MoM, but independent dealers saw an increase of +1.5%. Days to sell is down YoY for all dealer types.



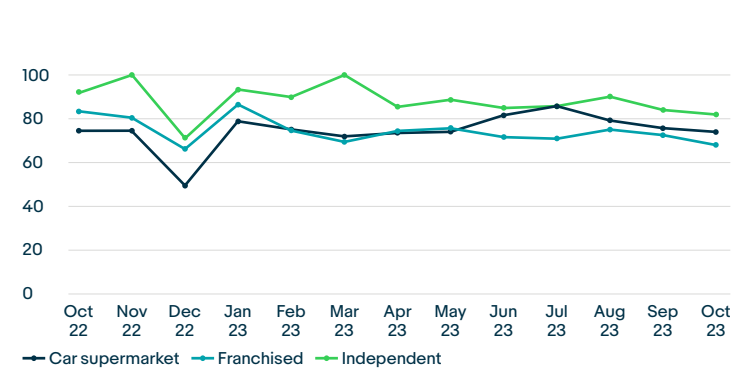
Average days in stock by dealer type

Independents saw days to sell return to Q1 levels in October 23 with franchised dealers selling stock quicker than any other month this year.



Sold volume index by dealer type

Indexed volume of sold stock shows that absolute volumes were down MoM and YoY.





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October 2023 at a glance

- Ford, VW and Audi listings generate most vehicle views on eMG sites, with BMW and Land Rover showing strong growth MoM.
- October saw three electric vehicles in the top 10 fastest selling vehicles, with 3 - 4 yr old Jaguar I-PACE leading the way.
- Although decreasing in recent months, days to sell is up YoY for electric and hybrid vehicles.

Top 10 most viewed manufacturers

Ford, VW and Audi listings generate most vehicle views on eMG sites, with BMW and Land Rover showing strong growth MoM.

Rank	Manufacturer	Oct 22	Sep 23	Oct 23
1	Ford	12.5%	12.2%	12.2%
2	Volkswagen	9.1%	8.8%	8.8%
3	Audi	7.3%	8.1%	8.2%
4	BMW	7.5%	7.6%	7.9%
5	Vauxhall	7.5%	7.6%	7.4%
6	Mercedes-Benz	6.1%	5.8%	5.7%
7	Toyota	3.8%	5.4%	5.3%
8	Nissan	4.4%	4.9%	4.6%
9	Land Rover	3.6%	4.3%	4.5%
10	Peugeot	3.7%	3.7%	3.7%

Top 10 fastest selling makes/models

October saw three electric vehicles in the top 10 fastest selling vehicles, with 3 - 4 yr old Jaguar I-PACE leading the way.

Rank	Make	Model	Age band	Fuel type	Mileage	Avg days to sell
1	Jaguar	I-PACE	3 - 4 yrs	Electric	20 - 30k	10.4
2	Peugeot	208	Under 6 mths	Petrol	Under 5k	12.3
3	Mercedes-Benz	A Class	4 - 5 yrs	Diesel	30 - 40k	12.4
=4	Fiat	500	Under 6 mths	Electric	Under 5k	13.1
=4	MG	HS	1 - 2 yrs	Petrol	10 - 20k	13.1
5	Vauxhall	Crossland-X	2 - 3 yrs	Petrol	40 - 50k	13.5
6	Ford	Focus	6 - 8 yrs	Petrol	50 - 60k	14.1
7	Tesla	Model 3	3 - 4 yrs	Electric	30 - 40k	14.3
8	Volkswagen	Tiguan	6 - 8 yrs	Diesel	50 - 60k	14.6
9	Mercedes-Benz	A Class	Under 6 mths	Petrol	Under 5k	15.2

Vehicle listings, days to sell and ad views by fuel type

Although decreasing in recent months, days to sell is up YoY for electric and hybrid vehicles.

Fuel type	% of listings		Avg days to sell		% of ad views	
	Oct 22	Oct 23	Oct 22	Oct 23	Oct 22	Oct 23
Petrol	52.4%	53.2%	35.6	35.2	54.3%	50.7%
Diesel	42.3%	37.7%	39.8	38.1	42.1%	44.6%
Hybrid	3.3%	6.2%	27.6	29.8	2.9%	3.5%
Electric	2.0%	2.8%	31.0	34.3	0.7%	1.2%
Grand Total	100%	100%	36.9	35.9	100%	100%

Vehicle listings, days to sell and ad views by body style

Medium vehicle sector listings accounted for more than 42% of total listings and 37% of ad views, selling in an average of 33.3 days.

Vehicle sector	% of listings		Avg days to sell		% of ad views	
	Oct 22	Oct 23	Oct 22	Oct 23	Oct 22	Oct 23
Medium	42.1%	42.2%	35.2	33.3	38.0%	37.0%
Small/Supermini	23.7%	23.4%	34.3	34.3	21.6%	20.9%
Prestige	15.7%	14.6%	37.6	36.1	19.2%	18.5%
Large	5.4%	6.3%	46.6	40.9	6.3%	8.1%
MPV	6.2%	6.8%	43.9	41.8	6.5%	7.4%
Estate	4.0%	4.1%	39.7	40.2	4.9%	4.7%
Convertible	2.8%	2.6%	48.7	53.5	3.6%	3.4%
Grand Total	100%	100%	36.9	35.9	100%	100%



Vehicle listings, days to sell and ad views by age

Due to stock supply issues, listings have generally aged overall on Motors.co.uk compared to last year. 62% of DPVs are generated for vehicles of 6-14 years old.

Age	% of listings		Avg days to sell		% of ad views	
	Oct 22	Oct 23	Oct 22	Oct 23	Oct 22	Oct 23
Under 6 mths	0.1%	0.0%	37.0	52.1	0.0%	0.0%
6 mths - 1 yr	0.3%	0.3%	39.0	49.8	0.2%	0.1%
1 - 2 yrs	3.4%	3.8%	35.8	31.8	1.5%	1.2%
2 - 3 yrs	16.0%	17.0%	29.8	28.2	6.7%	5.3%
3 - 4 yrs	23.4%	21.9%	28.2	28.0	10.2%	7.9%
4 - 5 yrs	14.4%	11.6%	32.5	31.9	9.0%	6.2%
5 - 6 yrs	7.9%	8.4%	47.5	42.0	7.1%	6.8%
6 - 8 yrs	10.3%	10.4%	46.4	42.1	13.5%	13.5%
8 - 10 yrs	10.3%	10.6%	49.6	49.4	17.2%	17.1%
10 - 12 yrs	7.4%	8.3%	53.0	49.7	15.3%	17.3%
12 - 14 yrs	3.8%	4.7%	55.6	54.6	10.6%	14.2%
14 - 16 yrs	1.7%	2.0%	52.7	53.3	5.9%	7.5%
16 - 18 yrs	0.4%	0.5%	58.3	42.8	1.4%	1.8%
18 - 20 yrs	0.2%	0.2%	59.3	53.7	0.5%	0.4%
Over 20 yrs	0.4%	0.4%	117.5	80.3	0.8%	0.7%
Grand Total	100%	100%	36.9	35.9	100%	100%



Electric/hybrid

October 2023 at a glance

- SEAT Mii was the fastest selling electric vehicle in October, selling on average in 9.7 days.
- BMW X4 was the fastest selling hybrid vehicle in October, selling on average in 12.0 days.
- Petrol vehicles accounted for 53.2% of all listings in October with alternative fuel vehicles accounting for 9.0%.

Electric, sold >10

SEAT Mii was the fastest selling electric vehicle in October, selling on average in 9.7 days.

Rank	Make	Model	Days to sell
1	SEAT	Mii	9.7
2	Vauxhall	Vivaro	11.0
3	Mercedes-Benz	EQA	17.8
4	Volvo	XC40	17.9
5	Tesla	Model 3	19.1
6	Audi	E-Tron	20.0
7	Mercedes-Benz	EQC	20.4
8	Mercedes-Benz	EQS	21.7
=9	Volkswagen	Golf	21.8
=9	Peugeot	2008	21.8

Hybrid, sold >10

BMW X4 was the fastest selling hybrid vehicle in October, selling on average in 12.0 days.

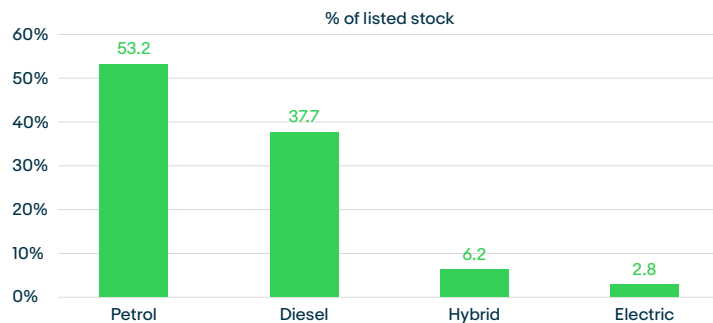
Rank	Make	Model	Days to sell
1	BMW	X4	12.0
2	Honda	Freed	15.8
3	Fiat	500	16.3
4	Volvo	XC60	16.5
=5	BMW	X3	17.7
=5	Toyota	Prius Plus	17.7
=6	Mercedes-Benz	A Class	17.9
=6	Volvo	XC90	17.9
7	Land Rover	Defender 110	18.3
8	Audi	A6	20.7

“Improved supply saw greater numbers of EVs being sold by dealers on the Motors.co.uk platform in October with volumes up 9% MoM and 53% YoY.

Lucy Tugby,
Marketing Director, Motors.co.uk

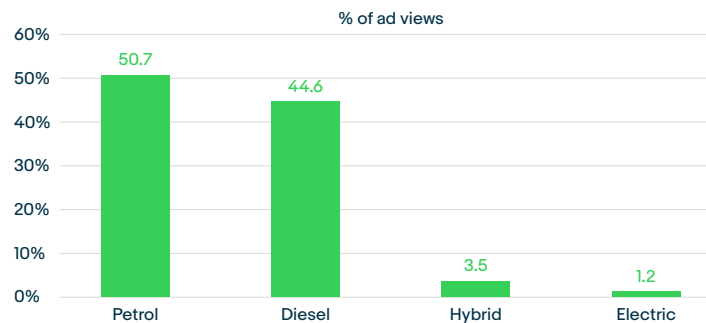
Vehicle listings by fuel type

Petrol vehicles accounted for 53.2% of all listings in October with alternative fuel vehicles accounting for 9.0%.



Ad views by fuel type

Petrol vehicles accounted for 50.7% of all ad views in October with alternative fuel vehicles accounting for 4.7%.





Electric/hybrid

October 2023 at a glance

- Nearly new, low mileage Kia Niro's saw the biggest price increase MoM, up +11%.
- As with electric vehicles the Kia Niro appears twice in the MoM top 5 price risers for hybrid vehicles.
- Indexed vehicle views show that interest in electric and hybrid vehicles has increased in recent months with growth in vehicle views as a share of total.

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Top 5 price movers - Electric

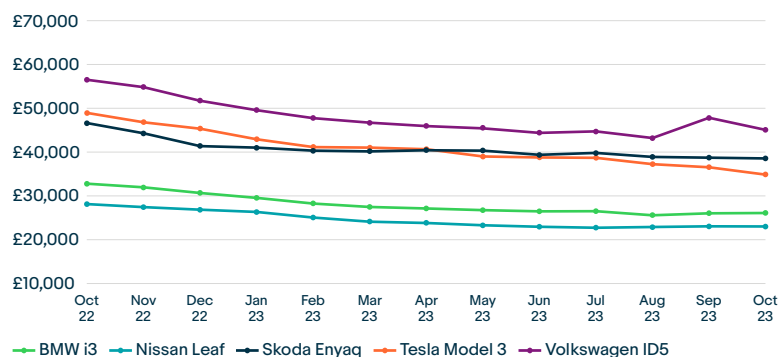
Nearly new, low mileage Kia Niro's saw the biggest price increase MoM, up +11%.

Increase					
Make	Model	Age band	Mileage	Avg price	% change
Kia	Niro	1 - 2 yrs	5 - 10k	£29,579	+11.2%
Kia	Niro	1 - 2 yrs	10 - 20k	£26,786	+9.7%
Peugeot	208	1 - 2 yrs	Under 5k	£22,573	+7.6%
Vauxhall	Mokka	1 - 2 yrs	Under 5k	£23,618	+5.8%
MG	MG5	6 mths - 1 yr	Under 5k	£27,706	+ 5.6%

Decrease					
Make	Model	Age band	Mileage	Avg price	% change
Mazda	MX-30	Under 6 mths	Under 5k	£26,422	-7.4%
Hyundai	Kona	1 - 2 yrs	10 - 20k	£21,896	-7.4%
MINI	Hatch	3 - 4 yrs	10 - 20k	£18,087	-9.5%
Peugeot	208	Under 6 mths	Under 5k	£24,859	-9.5%
Hyundai	Kona	Under 6 mths	Under 5k	£31,130	-9.8%

Average price - Selected electric (<2yrs and <20k miles)

The ongoing realignment of used EV prices continues to be model specific with some notable drops for the Volkswagen ID5 and Tesla 3.



Top 5 price movers - Hybrid

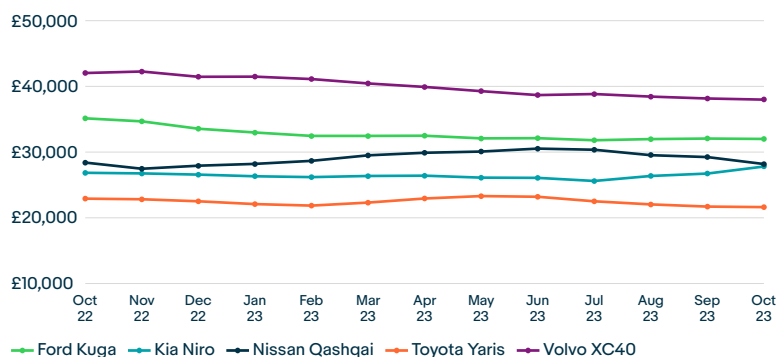
As with electric vehicles the Kia Niro appears twice in the MoM top 5 price risers for hybrid vehicles.

Increase					
Make	Model	Age band	Mileage	Avg price	% change
BMW	3 Series	2 - 3 yrs	20 - 30k	£33,266	+10.7%
Kia	Niro	6 mths - 1 yr	Under 5k	£30,665	+6.5%
Volvo	XC60	Under 6 mths	Under 5k	£57,854	+6.1%
Kia	Niro	1 - 2 yrs	5 - 10k	£27,429	+4.9%
Honda	CR-V	Under 6 mths	Under 5k	£40,102	+4.9%

Decrease					
Make	Model	Age band	Mileage	Avg price	% change
Mitsubishi	Outlander	8 - 10 yrs	80 - 100k	£10,399	-6.8%
Toyota	Yaris	6 mths - 1 yr	5 - 10k	£21,668	-6.9%
Toyota	C-HR	2 - 3 yrs	40 - 50k	£17,279	-7.0%
Range Rover	Evoque	2 - 3 yrs	30 - 40k	£36,410	-7.6%
Honda	Jazz	2 - 3 yrs	30 - 40k	£17,773	-10.0%

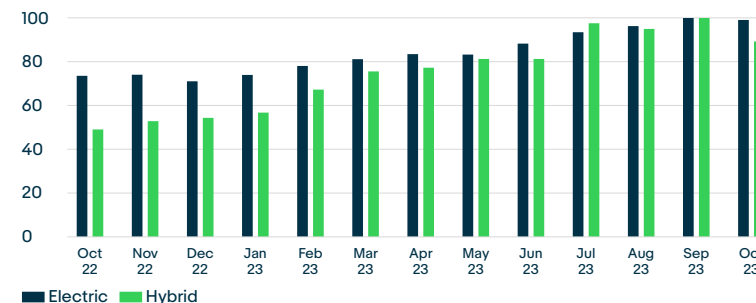
Average price - Selected hybrid (<2yrs and <20k miles)

Hybrid prices were stable MoM for most of our basket of cars. Although continued rises and falls were recorded by the Kia Niro and Nissan Qashqai respectively.



Vehicle views over time by fuel type

Indexed vehicle views show that interest in electric and hybrid vehicles has increased in recent months with growth in vehicle views as a share of total.



About us

eBay Motors Group is an advertising ecosystem that helps automotive retailers reach in-market buyers and sell cars fast.

Bringing together the reach of three of the UK's leading automotive sites - Motors.co.uk, eBay Motors and Gumtree Motors - eBay Motors Group connects dealers with millions of buyers across the digital car search journey.

Retailers enjoy the simplicity of a single upload, one point of contact and access to a stock management and response reporting centre, ensuring that it is a time-efficient and value-packed way to advertise.

Since December 2021, eBay Motors Group has been owned by O₃ and Novum Capital.

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